THE UNIVERSITY OF WISCONSIN PRESS JOURNALS DIVISION

Online Advertising Rates & Information

We offer a variety of advertising options to meet your needs. In addition to traditional print advertising, we offer online advertising to ensure your promotions are seen by a wide audience. Our journals are read by scientists, scholars, researchers, policy makers, administrators, practitioners, professionals, and students.

If you would like to discuss your advertising needs, receive a sample journal issue, or reserve advertising space, please contact our advertising manager at:

Journals Advertising Manager
phone (608) 263-0534 | fax (608) 263-1173 | e-mail journal.ads@uwpress.wisc.edu

Terms and Policies

1. The University of Wisconsin Press reserves the right to reject any advertisement. Advertisements or references to products or services by brand names or trademark do not imply an endorsement by the editors or publisher.
2. Ads will rotate site-wide (run of site) on the following pages: home page, current issue, archive, alerts, customer service, feedback, activate subscription, about, editorial board, article pages (while loading), free sample issue, most-cited articles, most-read articles, search, and TOC. Ads are only available on the journal content pages, not the UW Press web pages.
3. All ads will be equally weighted (will rotate equally).
4. Ads will be posted until the next print journal issue is mailed for each journal, unless otherwise agreed upon. For example, *Ecological Restoration* ads will be posted for 3 months (*ER* is published 4 times per year), while *Native Plants Journal* ads will be posted for 4 months (*NPJ* is published 3 times per year).
5. The publisher's liability for any error will not exceed the cost of the ad.

Specifications

1. Acceptable formats are gif, jpg, or png. Animated .gifs are allowed but flash ads are not. Ads should be 72 ppi.
2. All ads will include a link to the web page of your choice.
3. Please provide Alt Text, a short (5 word or less) description of your ad to be used for those who have images turned off in their browsers, and for use with screen readers.

Pricing *(see full pricing on page two)*
Online ad pricing is per journal, based on one ad posted for the length of one issue.

Volume discounts are available. A 20% discount applies to each insertion when two or more reservations, print and/or online, are made at the same time. Multiple insertions may be in the same issue, same volume, or your choice of two or more journals.

Placement

Ads may be placed in various locations. Ad locations and pricing are shown at right and below.

Leaderboard - 728px x 90 px
Skyscraper - 160px x 600px
Sidebar 1 & 2 - 160px x 300px
Header - 200px x 60px

Pricing for Online Advertising

	AA	CL	ER	JHR	LE	LJ	LBR	MON	NPJ
Leaderboard (1) 728px x 90px	$450	$450	$450	$450	$450	$450	$450	$450	$450
Skyscraper (2) 160px x 600px	$375	$375	$375	$375	$375	$375	$375	$375	$375
Sidebar (3) 160px x 300px	$300	$300	$300	$300	$300	$300	$300	$300	$300
Header (4) 200px x 60px	$225	$225	$225	$225	$225	$225	$225	$225	$225

THE UNIVERSITY OF WISCONSIN PRESS
JOURNALS DIVISION

728 State Street, Suite 443, Madison, Wisconsin 53706-1418
Phone: (608) 263-0668 • Fax: (608) 263-1173
journals@uwpress.wisc.edu • uwpress.wisc.edu/journals